



Wisconsin Main Street News

Volume 4, Issue 3

Fall 2010

Wisconsin Main Street to hold Application Workshops

The Wisconsin Department of Commerce is pleased to announce that the Wisconsin Main Street Program will be accepting up to two communities in 2011.

The first step for prospective communities to apply is to attend one of three regional Main Street Application Workshops being held on September 29, 30 and October 1.

They will be held from 9 a.m. to 3 p.m. each day at the following locations. (Lunch is not included.)

- September 29, 2010 – America's Best Value Inn – Campus View in **Eau Claire**
- September 30, 2010 – Settle Inn in **Shawano**
- October 1, 2010 – Carp's Landing Restaurant in **Lake Mills**

The deadline to register is September 20, 2010 and can be done by mailing in the form in brochure or online at <http://doa.wi.gov/WEBSurveys/TakeSurvey.aspx?SurveyID=11KK7181>

"The new communities selected through this process will be part of a successful tradition of more than 20 years of grassroots downtown revitalization that has created

some impressive results, such as generating more than \$1.1 billion in public and private reinvestment and creating thousands of new jobs since the inception of Wisconsin Main Street," said Commerce Secretary Aaron Olver.

Communities that are accepted into the program will receive free intensive technical assistance for the first five years and then will receive more limited assistance after five years.

The last application round for Wisconsin Main Street was in 2008. Those accepted at the time were Manitowoc, Port Washington and Tomahawk. Currently there are 36 communities in the program.

After the application workshops, communities must submit a letter of intent to apply by November 1 and then staff will visit the prospective communities. Applications are due on February 7, 2011. Communities must make a presentation to the Governor-appointed Council on Main Street on April 5. The Council will make its recommendations to the Secretary of Commerce and then to the Governor, who will make the final decision.

For more information about the Application process, go to <http://commerce.wi.gov/CD/CD-bdd-overview.html> or contact Jim Engle, Coordinator of the Wisconsin Main Street program, at 608-267-0766 or james.engele@wisconsin.gov

Dates to Remember

Application Workshops

September 29, 2010—Eau Claire

September 30, 2010—Shawano

October 1, 2010—Lake Mills

Letter of Intent Due

November 1, 2010

Community Visits

November 2010 to January 2011

Applications Due

February 7, 2011

Main Street Council Meeting to Select New Communities

April 5, 2011

18 Communities Receive Accreditation

Eighteen Wisconsin Main Street communities have proven to be the cream of the crop in the state as they have been nationally accredited as 2010 National Main Street Programs.

The Wisconsin Main Street Program, in partnership with the National Trust Main Street Center, has verified that each of the local Main Street programs has met rigorous performance standards for comprehensive commercial district revitalization.

The Wisconsin communities earning the accreditation are: Algoma, Beloit, Chippewa Falls, Fond du Lac, Lake Mills, Marshfield, Lincoln Village (Milwaukee), Monroe, Platteville, Port Washington, Rhinelander, Sheboygan Falls, Stevens Point, Tigerton, Viroqua, West Allis, West Bend and Whitewater.

"To become a Main Street Community in this state is quite an accomplishment," said Department of Commerce Secretary Aaron

Olver. "To meet and in most cases exceed the national performance standards - particularly in the challenging business climate of the past year and then go another giant step forward- the 18 communities should be very proud of their collective efforts."

Each year, the Center recognizes those existing Main Street Communities that meet ten national standards of performance based on a number of specific criteria ranging from broad-based community support to ongoing training for staff and volunteers.

The National Trust Main Street Center was established in 1980 and leads a coast-to-coast network of more than 1,200 state, regional, and local programs, powerfully linked through a preservation-based strategy for rebuilding the places and enterprises that create sustainable, vibrant, and unique communities.

Inside this issue:

Food Related Promotions	2
Small Town Forums	3
Library Highlight	3
Welcome New Directors and Saying Good-bye	3
Executive Director Directory	4
Main Street Calendar	4

Food Related Promotions Take Center Stage in Many Communities

Wisconsin Main Street teaches its Communities that the essentials to a great special event are: food, fun, music, something free and something for everyone. Well, some of our communities make great food the feature of their events. Here are some of our communities best food related promotions.

"Taste" events: The premise of this type of event is that the attendee can purchase a "taste" or small bite of a dish from one of the participating vendors/restaurants.

Pewaukee - Always the last weekend in July, the Taste of Lake Country has become the signature event for Positively Pewaukee. The event features two days of live entertainment, an art fair and of course, tastes from 11 area restaurants. More than 20,000 people attended the event, which is very labor intensive with 90 volunteers needed for each day. After seven years in existence, a successful art fair was added. The live music is set up on the beach so people have the opportunity to dance in the sand.

On Broadway (Green Bay) - Green Bay's Taste of Broadway features 22 restaurants from the greater Green Bay area that line Broadway Street showcasing their food and beverages. This one-day event attracts between 15,000 - 16,500 people every year. This event runs from 5 p.m. - 11 p.m. on the first Thursday evening in August. Two local micro-breweries offer their craft beers and a large beverage concession area run by On Broadway features a larger offering from a local beer distributor.

Marshfield's Hub City Days on the last Saturday in July, features two food-related promotions. At Brewfest, they feature more than 50 different labels from Wis-



*One of the contestants cooks up some meat as part of the Pork Cook off at Main Street Marshfield's Hub City Days on July 31.
(Photo courtesy of Main Street Marshfield)*

consin's microbreweries. People purchase a ticket that allows them to get as many "tastes" of beer as they want. This year they had more than 300 participants.

They also have a Pork Cook-off. Each contestant receives three pounds of pork ribs and pork shoulder to cook on site. All fires must be of wood, pellets or charcoal, no gas or electric grills are permitted. Participants have from 7 a.m. to 2 p.m. to cook their pork. Dishes are judged on taste, tenderness and appearance. This event is free, and awards are given out to first, second and third places for ribs, shoulder and overall. This year 10 grillers competed.

Upcoming Events-

Two of our communities are creating new food related promotions.

On September 25, 2010, **Main Street Platteville** is organizing its first annual Chili Cook off in conjunction with live music and a drag racing show sponsored by Bad Cat Tattoo. For more information go to www.plattevillemainstreet.com The event will run from 5 to 7 p.m.

On the same day, **Tigerton Main Street** will be holding its first Taste of Tigerton at the American Legion Park from 9 a.m. to 1 p.m. that will feature all things apple, including an apple pie baking contest, tours of local orchards and much more.



*The Taste of Lake Country in Pewaukee draws more than 20,000 people out for the two-day event. (Right) an aerial view of the festivities. Below, children participate in make an art project as part of the new art fair.
(Photos courtesy of Positively Pewaukee)*



Meet the New Main Street Directors

Please welcome the following new executive directors to the Wisconsin Main Street Program.

Tammy Schinker started as the executive director for the Two Rivers Main Street program on July 6. Before Main Street she was the donor development associate at St. Mary's at Felician Village. She is currently completing her degree in business management. Tammy can be reached at tammy@trmainstreet.org

Laura Baalrud of Chippewa Falls started on August 16. Prior to Main Street, she served as the volunteer and event director for St. Joseph's Hospital. Before this she was the director of dietary service at the hospital. Laura can be reached at laura@cfms.us

Unfortunately, we say good-bye to one of the directors, as well. **Barb Nelson** from Monroe resigned in July to pursue other opportunities.

WISCONSIN



MAIN STREET

Published three times a year to provide downtown revitalization strategies to Wisconsin communities.

Catherine Dunlap, editor
Wisconsin Main Street
201 W. Washington Ave., 5th Floor
P.O. Box 7970
Madison, WI 53707-7970
608-267-3855

catherine.dunlap@wisconsin.gov
<http://commerce.wi.gov/cd/CD-bdd.html>
Find us on Facebook at: <http://www.facebook.com/WisconsinMainStreet>

Aaron Olver, Secretary
Department of Commerce
Jim O'Keefe, Administrator
Division of Housing & Community Development

Jim Engle, Director
Bureau of Planning and Downtown Development —608-267-0766

Catherine Dunlap, Downtown Revitalization Specialist—608-267-3855

Joe Lawniczak, Design Specialist—608-267-0765

J. D. Milburn, Small Business Specialist—608-267-2252

Main Street Council Members

Jim O'Keefe, Madison
Thomas Meiklejohn III, Fond du Lac
Paul Knuth, Rhinelander
Virginia Haske, Algoma
Tim Anderson, Madison
Darryl Johnson, Milwaukee
Judith Wall, Prairie du Chien
Dawn Rog, Rhinelander
Dick Best, Menomonie
John Gardner, Stevens Point
Shawn Graff, Slinger
Lisa Kuss, Clintonville
Joe De Rose, Madison
Michael Iwinski, Green Bay

commerce.wi.gov



Check out this book!



The Wisconsin Main Street library contains more than 300 books, manuals, workbooks, and PowerPoints on various downtown topics. Any director or volunteer in a Wisconsin Main Street Community may check out an item for a three-week period. For more information, call Don Barnum at 608-266-7531 or email him at Donald.barnum@wisconsin.gov.

Crafting Effective Mission and Vision Statements by Emil Angelica

You may have heard the state staff say that good mission and vision statements are the foundation for every Main Street Program, but how do you know when its time to develop, update or change them? This book offers some good advice on when and how to do it. It also defines what mission and vision statements are, how they are different and how to use them for the good of the organization. The easy-to-follow steps and worksheets offered by Angelica can be used by both new and existing Main Street programs.

Small Town Forums Deemed a Success



Bill Ryan (in front of the screen) of University of Wisconsin- Extension and J.D. Milburn (right) of Wisconsin Main Street facilitate a discussion group on "The Successful Business Mix in Small Towns" at the Small Town Downtown Forum in Shullsburg on July 13. This first-time event was developed to encourage small community leaders to learn from themselves through case studies, roundtable discussions and much more. More than 100 community leaders and elected officials attended the regional forums in Shullsburg and Tigerton. We would like to thank all those that attended and participated in the workshop, especially the hosts in Shullsburg and Tigerton. The Forums were sponsored by UW-Extension, Wisconsin Rural Partners, Wisconsin Downtown Action Council and Wisconsin Main Street.

Wisconsin Main Street Directors

Algoma 2000

Michael Glime
920-487-5498
ciofa@greenbaynet.com

Beloit 1988

Kathleen Braatz
608-365-0150
kathleen@downtownbeloit.com

Chippewa Falls 1989

Laura Baalrud
715-723-6661

Laura@cfms.us

Columbus 1992

Kim Bates
920-623-5325
info@columbusmainstreet.org

Darlington 1996

Suzi Osterday
608-776-3067
mainstprogram@centurytel.net

De Pere 1990

Cheryl Detrick
920-338-0000
Cdetrick@deperechamber.org

Eagle River 1999

Rita Fritz
715-477-0645
errp@nnex.net

Fond du Lac 2004

Amy Hansen
920-921-9500
AmyH@fdlac.com

Lake Mills 2006

Jill Nadeau
920-648-2344
Jill@lakemillsmainstreet.org

On Broadway (Green Bay) 1995

Christopher Naumann
920-437-2531
Chris@onbroadway.org

Lincoln Village (Milwaukee) 2001

Neil White
414-672-2249
neil@lincolnvillagemilwaukee.org

Manitowoc 2008

Jamie Zastrow
920-652-0372
Jamie.zastrow@mainlymanitowoc.com

Marshfield 1990

Denise Sonnemann
715-387-3299
denise@mainstreetmarshfield.com

Monroe 2005

Vacant
608-328-4023
monroemainstreet@tds.net

Osceola 1997

Vacant
715-755-3300
osceolachamber@centurytel.net

Pewaukee 1996

Elaine Kroening
262-695-9735
elaine@positivelypewaukee.com

Platteville 1999

Jack Luedtke
608-348-4505
pvmaint@yahoo.com

Portage 2003

Carolyn Roberts
608-745-1861
Croberts.msp@gmail.com

Port Washington 2008

Sara Grover
262-268-1132
sgrover@portbid.com

Prairie du Chien 2005

Amber Pulda
608-326-7374
pdcmainstreet@centurytel.net

Rhineland 2006

Sue Bessert
715-362-7374
msdri@frontiernet.net

Rice Lake 1991

Kathy Wellsandt
715-234-5117
rlmainst@chibardun.net

Ripon 1988

Craig Tebon
920-748-7466
craig@riponmainst.com

Sharon 1994

Karen Kenney
262-736-6246
sharonmainst@sharontelephone.com

Sheboygan Falls 1988

Nancy Verstrate
920-467-6206
nverstrate@sheboyganfalls.org

Stevens Point 2004

Sarah Robinson
715-343-5356
sarah@stevenspoint.biz

Sturgeon Bay 1994

Todd Trimberger
920-743-6246
todd@sturgeonbay.net

Tigerton 1993

Virginia Kauffman
715-535-2110
tigertonmainstreet@mwwb.net

Tomahawk 2008

Lori Koppelman
715-453-1090
tomahawkmainstreet@frontier.com

Two Rivers 1996

Tammy Schinker
920-794-1482
tammy@trmainstreet.org

Viroqua 1989

Emily Rozeske
608-637-2575
infodesk@viroqua-wisconsin.com

Watertown 2000

Susan Dascenzo
920-261-5185
watertownmain@sbcglobal.net

Wausau 2002

Dawn Follendorf
715-845-1328
Dawn@MainStreetWausau.org

West Allis 2001

Dianne Eineichner
414-774-2676
director@downtownwestallis.org

West Bend 1999

Josie Minskey
262-338-3909
josie@downtownwestbend.com

Whitewater 2006

Tami Brodnicki
262-473-2200
director@downtownwhitewater.com

Upcoming Wisconsin Main Street Dates

September 9

Revitalizing Downtown
Webinar

September 10

Monthly reports due

September 15

Progress Visit
Marshfield

September 29– Oct. 1

Main Street Application
Workshops
Eau Claire, Shawano and
Lake Mills

October 4-5

Progress Visit
Wausau

October 10

Monthly reports due

October 15-16

Wisconsin Historical
Society Conference
Lake Geneva

October 19

Progress Visit
Darlington

October 21

Revitalizing Downtowns
Conference
Wausau

November 3-4

Joint State Workshop
Dubuque, IA

November 9-10

Progress Visit
Rice Lake

November 10

Monthly reports due

November 11

Revitalizing Downtown
Webinar

November 17

Progress Visit
Two Rivers

November 19

WDAC Community Visit
Milwaukee

November 25-26

State offices closed

December 10

Monthly reports due

March 2-4

Executive Director Workshop
Marshfield

April 29

Wisconsin Main Street
Awards—TBA

May 22-25, 2011
National Main Streets
Conference
Des Moines, IA

Items listed on this calendar are subject to change. Also, several of these activities are only open to Wisconsin Main Street Communities. Please contact the Wisconsin Main Street office at 608-267-3855 for more information.

